



Town of Tiburon

STAFF REPORT

ANALYSIS:

Sign Number/Area

A maximum of two signs for each place of business in a building may be displayed at any given time according to the Sign Ordinance (Chapter 16A of the Tiburon Municipal Code). The applicant is requesting approval for the one subject sign.

The total sign area allowed for businesses is one square foot of signage for each four linear feet of building frontage. The business has approximately 36 linear feet of frontage, which would allow a sign nine square feet in size. The subject sign is approximately 20 square feet in size, which exceeds the standards by 11 square feet. The previously existing sign was 39 square feet. Section 16-A6 of the Tiburon Sign Ordinance states that the Design Review Board may grant exceptions to the sign requirements if it makes the following two findings:

1. Exceptional physical circumstances or conditions exist which apply to the site or location under consideration.
2. The exception is not inconsistent with the purpose of this chapter.

The subject building has frontage on Tiburon Boulevard, with an awning that stretches over the entire frontage. The Downtown Design Guidelines state that "if letters are used on an awning, they should be placed only on the valance and be limited to one line." The previously existing signage consisted of one line of large letters painted onto the awning. The proposed sign would reduce the length of the previous sign, but three lines of lettering would be used to achieve all of the proposed wording. This "trade-off" appears to be consistent with the purpose of the Sign Ordinance.

Sign Design

The design of signs should be reviewed by using the criteria as outlined in the Sign Ordinance and the Downtown Design Handbook. The intent of these criteria is to ensure signs are appropriate and compatible with the environment and character of the community, while having the flexibility to encourage variety and good design. Signs in the downtown area are reviewed especially closely because they are "fundamental contributors to the overall quality and character of the Town."

The Sign Ordinance states that signs should be designed to be consistent with the architecture of the building on which they are located, to be in "harmony" with their surroundings, and to compliment the character of the Town. The colors and style of the subject sign appear to be consistent with nearby signs on Tiburon Boulevard; however, most of the surrounding awning signs have the letters painted onto the awnings in a single line as opposed to a separate multiple line sign attached to the awning. In addition, the Downtown Design Guidelines specify that the appropriate types of signs for use on Tiburon Boulevard include awning signs, "with single line of letters on valance only." For this reason, the proposed sign does not appear to be in full compliance with the Sign Ordinance



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The Downtown Design Handbook describes certain guidelines for the location, use of materials, and illumination for new signs, (please see exhibit #4). The subject sign appears to comply with the guidelines in respect to location and materials used.

Public Comment

No public comment has been received regarding the subject application.

RECOMMENDATION:

It is recommended that the Board review this project with respect to Sign Ordinance and the Downtown Design Handbook and determine that the project is exempt from the provisions of the California Environmental Quality Act (CEQA) as specified in Section 15301. If the Board is inclined to approve the subject sign, it is recommended that the Board formulate findings as to how the subject sign is consistent with the Sign Ordinance and the Downtown Design Handbook. If the Board is inclined to approve the subject sign then it is recommended that the attached Conditions of Approval be adopted.

EXHIBITS:

1. Conditions of Approval
2. Application and supplemental materials dated October 6, 2004
3. Excerpt from the Downtown Design Handbook.

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EXHIBIT 1

CONDITIONS OF APPROVAL 1690 TIBURON BOULEVARD FILE #50408

1. This sign permit shall be valid for 90 days following approval, and shall expire and become null and void unless the sign, as approved, is erected prior to that date or unless an extension, filed in writing with the Planning & Building Department, is granted by the Director.
2. The development of this project shall conform to the application dated by the Town of Tiburon on October 6, 2004, or as amended by these conditions of approval. Any modifications to the plans submitted must be reviewed and approved by the Design Review Staff or the Board.
3. The issuance of this sign permit shall not be valid if the approval constitutes a violation of the Town's Sign Ordinance (Chapter 16A of the Municipal Code). No permit presuming to give authority to violate or cancel the provisions of said chapter shall be valid.
4. The Town may at any time make such inspections as necessary to determine whether any sign is in compliance with this approval and other applicable regulations.
5. Permittee shall maintain the sign and all supporting components in good repair and finish. Substantially deteriorated, badly weathered, rusty, or otherwise poorly maintained signs shall be subject to public nuisance abatement or other available remedies.